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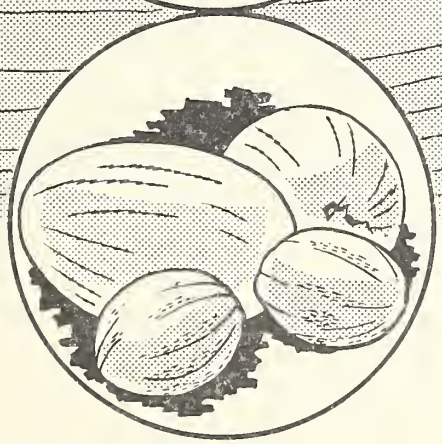
ACREAGE-MARKETING GUIDES

Spring Vegetables



Spring Melons

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
AMG-23

Washington, D. C.
November 1961

F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed and some of the crop goes to waste.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

C O N T E N T S

	Page
1961 General Review and Recommendations for 1962	5
Demand for Spring Vegetables in 1962	7
Production and Marketing Materials and Facilities.	8
Foreign Trade, Spring Vegetables	8
Canned and Frozen Vegetables	11
Acreage-Marketing Guides:	
Summaries - Vegetables	13-14
- Melons	15
Commodity Tables and Statements:	
- Spring Vegetables	17-47
- Spring Melons	49-50

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1962 Acreage-Marketing Guides: Spring Vegetables and Melons

The basic objective of acreage-marketing guides is to aid growers in bringing about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual commodity guide. For example, when it is recommended that the 1962 acreage of sweet corn be increased 5 percent from the acreage planted in 1961, every grower of spring season sweet corn should increase his plantings by 5 percent.

I. 1961 GENERAL REVIEW AND RECOMMENDATIONS FOR 1962

Practically every year the production of spring vegetables is affected by adverse weather. Harvests and marketings seldom follow a normal pattern. The 1961 season was no exception. Periodic cold spells and heavy rains early in the growing season restricted plantings and caused some acreage losses. But later in the season, weather was unusually favorable and bountiful yields were realized for many vegetables. Record yields resulted for lima beans, late spring cabbage, cucumbers, eggplant, onions, early spring tomatoes, and watermelons. Although the aggregate acreage of spring vegetables was 12 percent less than in 1960, total production was down only 1 percent.

Marketing problems developed for lima beans, celery, and eggplant and early spring crops of cabbage, lettuce in Arizona, onions in Texas and tomatoes in Florida and Texas. Problems were acute for cabbage and tomatoes with unusually high yields and overlapping harvests between areas causing most of the difficulty. Cold April weather in major consuming centers also lessened the demand for many items. Although the first portion of the 1961 season was disappointing, by late May many of the surplus situations had cleared up and markets improved significantly. Late spring crops of snap beans, cabbage, lettuce, onions and tomatoes sold readily at prices favorable to growers. A general delay in harvests of early summer vegetables in northern producing areas contributed to the good wind-up of the 1961 spring season. The 1962 guides recommend an aggregate vegetable acreage 3 percent more than in 1961. With normal abandonment and average yields, this acreage will result in a total production 4 percent less than in 1961.

Melon producers experienced favorable market conditions in 1961. Watermelon acreage was down sharply but yields were high and the crop was large. Early marketings sold at low prices but prices improved as the season progressed. Average returns to growers were relatively high. Production in the following early summer states was considerably below a year earlier and crops were late. Overlap between areas was held to a minimum. The cantaloup crop was small because of acreage reductions. Prices were favorable. The 1962 guides suggest acreage increases of 10 percent for cantaloups and 5 percent for watermelons. Resulting 1962 productions would be 9 percent above 1961 for cantaloups but 11 percent less for watermelons. The cut-back in watermelons is premised on

the probability that harvest patterns will not follow the near-perfect schedule that occurred in 1961.

Specific acreage recommendations for 1962 spring vegetables are as follows:

Commodity	Percentage change in 1962 planted acreage compared with 1961
	Percent
Lima Beans	No change
Snap Beans (early)	Plus 5
(mid)	No change
(late)	No change
Broccoli (early)	No change
(late)	No change
Cabbage (early)	No change
(late)	Plus 5
Carrots	No change
Cauliflower (early)	No change
(late)	No change
Celery	No change
Sweet Corn (early)	Plus 5
(late)	Plus 5
Cucumbers (early)	No change
(late)	No change
Eggplant	No change
Lettuce (early)	No change
(late)	No change
Onions (early)	Plus 5
(late)	Arizona and California: Plus 5 All other states: No change
Peas (early)	No change
Green Peppers	Plus 10
Spinach	No change
Tomatoes (early)	Florida and Texas: Plus 10 California: No change
(late)	Plus 5
Spring Melons	
Cantaloups	Plus 10
Watermelons (late)	Plus 5

II. DEMAND FOR SPRING VEGETABLES IN 1962

Trends in general economic activity point toward a strong consumer demand for goods and services during the remainder of 1961 and through the spring of 1962. Consumers' incomes and spending for food during that period are expected to be well above the levels in the spring of 1960-61. While general economic conditions in the spring of 1962 will be better than in 1961, volume and quality of production and timeliness of harvest will be the principal factors influencing the level of prices received for spring vegetables.

In the first quarter of 1961, the nation's output of goods and services declined $5.6 billion from the record high reached in April-June 1960. A reduction of $14.8 billion in gross private investment, mostly an inventory adjustment, was only partly offset by an increase of $5.4 billion in Federal, State, and local Government purchases and a rise of $3.0 billion in net exports. Nothwithstanding the fall-off in output, per capita disposable personal income declined only fractionally in this period as unemployment benefits and other transfer payments somewhat offset the reduction in labor income.

Since the low in the first quarter of 1961, a halt to inventory liquidation and increases in consumer spending, construction activity, and Government purchases have been major factors in supporting a recovery in business activity.

Inventory liquidation was at an annual rate of $4 billion in the first quarter of 1961, but stocks rose at a $2.8 billion rate in the following quarter. This turnabout of $6.8 billion in inventory buying gave a strong fillip to output. With new orders rising--at a 2 year high in July--and stock-sales ratios in manufacturing and trade trending down--below year-ago levels in July--buying for inventory is expected to rise further in coming months.

Rising new orders and the pickup in buying led to a rapid increase in output from the winter low. As a result, personal income surged to a record high in July-September, averaging 4 percent above the level in May 1960, the peak month in the last business expansion period. Although income payments have moved rapidly ahead from the recession low in February of this year, consumers have not shown any strong buying surge for goods. The increase in personal consumption expenditures over year-ago levels largely reflects a rise in outlays for services and purchases of automobiles, but buying of nondurable goods has strengthened some. In coming months, consumer incomes and expenditures no doubt will push beyond their present record levels, but the rate of spending out of income may not differ greatly from the rate in the second quarter of 1961.

The upturn in business is further reflected in proposed capital expenditures. According to the July-August Commerce-Securities and Exchange Commission survey, capital expenditures in the third quarter will increase nearly 4 percent from the second quarter of 1961. A further rise of about 3 percent in the fourth quarter of this year is implied from the survey data. Such a rise would put new plant and equipment expenditures for 1961 about 3 percent below 1960 but outlays would be rising in the final months of 1961 from the lows

last spring. This strengthening in business demand for new plant and equipment is expected to continue into 1962.

Much of the current and prospective strength of economic activity derives from a continuing rise in purchases of goods and services by the public sector of the economy. Between the second quarters of 1960 and 1961 Federal, State, and local Government spending rose by almost $8 billion. Proposed increases in National defense expenditures, and larger outlays by State and local Governments for construction and compensation of employees will further bolster the demand for this sector in 1962.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Motor vehicles used on farms, farm machinery, fuels, repair parts and tires should continue in plentiful supply through the 1962 spring season. Fertilizers will be in ample supply for the 1962 spring vegetable season. The more concentrated forms are growing in number and require less labor to handle. Use of pelleted fertilizers avoids drift and wastage of small particles. Spot orders arising from unanticipated needs may not be filled immediately because of local shortages of particular products, unless substitute forms are acceptable. Adequate supplies of insecticides, fungicides and weed killers will be available. Since requirements for control measures are unpredictable, stocks should be on hand to care at least for minimum or average needs.

Indications are that the supply of all usual types of containers and protective wrapping materials for harvesting, transporting and marketing the 1962 vegetable crop will be adequate. In the container industries, there is ample productive capacity to meet all expected requirements. Barring unforeseeable interruption to container production, the supply outlook is good.

Manpower: No major manpower problems are anticipated during the 1962 spring vegetable season. Following the trend of the past season, greater numbers of domestic agricultural workers are expected to be available than in recent seasons. When domestic sources do not provide adequate numbers of farm workers, foreign workers will continue to be available. Extension of the Mexican farm labor program prohibits Mexican workers in other than temporary and seasonal occupations and their use in the maintenance and operation of self-propelled power driven machinery and for some processing activities. Pending legislative proposals - Federal or State or both - pertaining to farm labor activities, if enacted, will affect the working and living conditions of farm workers.

IV. FOREIGN TRADE, SPRING VEGETABLES

Imports: Spring vegetable imports continued to decline in 1961, amounting to 274 million pounds compared with 352 million pounds in 1960. The major portion of this reduction is attributed to tomatoes and watermelons. The U. S. spring tomato crop was large, and with prices lower than a year earlier, imports from Mexico were reduced. The watermelon import decrease is believed due to disease problems in Mexico this year. Pepper imports again were down, while

other spring vegetable imports were either stable or up slightly.

The outlook for 1961-62 reflects an indicated sharp reduction in Mexican tomato acreage. Last season about one-half of the early acreage of tomatoes on the West Coast of Mexico was abandoned because of low prices. However, even with this expected reduction, exports from Mexico could be as large as those of last year, if U. S. prices are favorable. Imports of spring vegetables from Cuba are expected to be even less than the previous season's greatly-reduced quantities, due mainly to the gradually worsening relations between Cuba and the United States.

Exports: Spring vegetable exports in 1961 amounted to 504 million pounds, down slightly from 541 million pounds in 1960, but up from the 428 million pounds in 1959. The decrease from last year was almost entirely due to reduced exports of potatoes as Canadian supplies of potatoes were more normal than in 1960. Most other vegetable exports remained near their former level, except for watermelons and tomatoes, both of which increased significantly.

SPRING VEGETABLES: Exports from United States, March through June 1961, with comparisons for 1960

Commodity	March-June 1961		March-June Total	
	Canada	Other	1961	1960
	1,000 pounds			
Beans, fresh	6,058	131	6,189	5,418
Cabbage	42,388	146	42,534	40,787
Carrots	59,148	773	59,921	61,282
Celery	41,992	677	42,669	43,388
Lettuce	67,017	1,501	68,518	65,306
Onions	30,683	22,588	53,271	46,146
Peppers	4,658	62	4,720	4,467
Potatoes 1/	135,214	3,022	138,236	223,343
Tomatoes	39,078	475	39,553	28,776
Watermelons	47,459	706	48,165	22,093

1/ Includes all potatoes.

SPRING VEGETABLES: Monthly imports into the United States, 1961

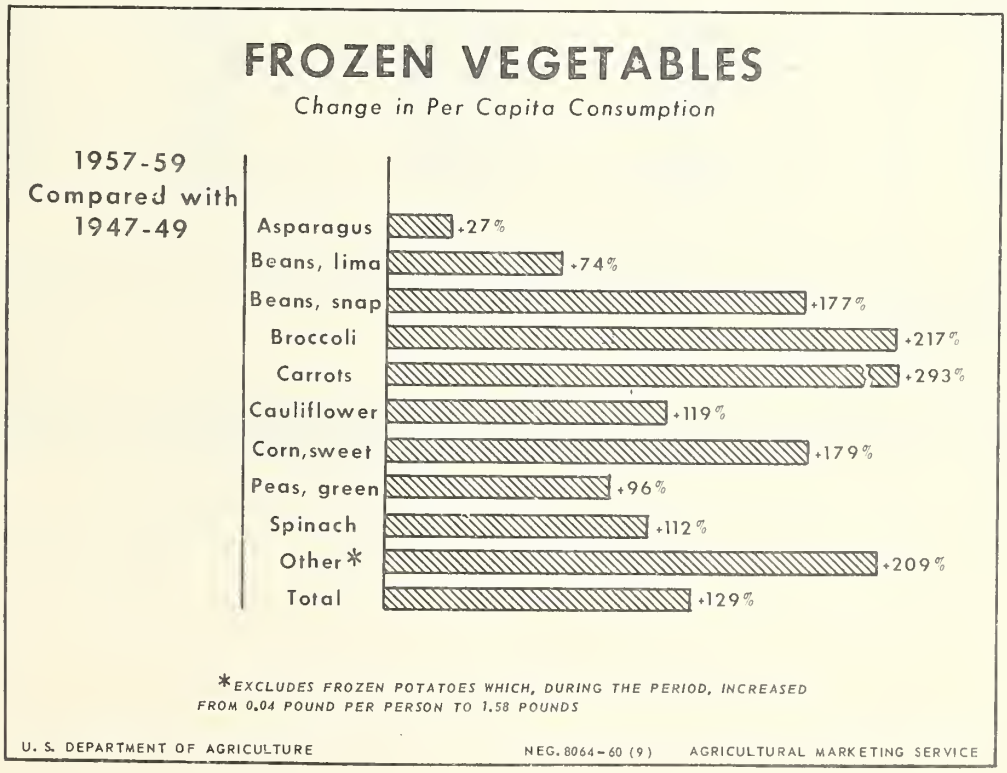
Commodity and Country of Origin	1961 March	April	May	June	March-June Total 1961	1960
	1,000 pounds					
Cantaloups						
Mexico	9,836	29,416	32,555	2,828	74,635	75,695
Canada	----	---	25	25	50	---
Cuba	---	---	---	---	---	---
Total 1/	9,849	29,417	32,585	2,853	74,704	75,695
Cucumbers						
Mexico	1,557	810	19	---	2,386	3,087
Canada	64	6	16	2	88	1,209
Cuba	3,484	105	--	42	3,631	10,130
Bahamas	5,997	506	--	185	6,688	4,588
Honduras	183	49	11	---	243	---
Total	11,285	1,476	46	229	13,036	1/ 19,121
Onions						
Mexico	12,771	1,415	---	16	14,202	6,369
Chile	6,227	1,069	157	10	7,463	7,416
Italy	---	---	237	1,263	1,500	1,241
New Zealand	327	---	20	---	347	---
Total 1/	19,330	2,484	414	1,319	23,547	15,102
Peppers						
Mexico	2,036	1,137	513	235	3,921	7,997
Cuba	18	14	9	---	41	272
Dom. Rep.	26	103	87	3	219	68
Total	2,080	1,254	609	238	4,181	1/ 8,390
Tomatoes						
Mexico	44,650	32,163	7,658	716	85,187	118,685
Cuba	1,898	167	---	---	2,065	26,038
Bahamas	3,776	1,405	---	---	5,181	5,671
Dom. Rep.	161	51	76	---	288	1,653
Guatemala	116	244	4	72	436	---
Total 1/	50,618	34,069	7,748	806	93,241	152,174
Watermelons						
Mexico	7,395	10,640	20,777	685	39,497	70,419
Cuba	---	5	---	---	5	253
Bahamas	---	19	---	---	19	---
Total	7,395	10,664	20,777	685	39,521	70,672

1/ May include small amounts from other areas.
Source: Bureau of the Census.

V. CANNED AND FROZEN VEGETABLES

Aggregate supplies of canned vegetables available during the spring of 1961 were moderately smaller than a year earlier. Significantly smaller stocks of sweet corn and green peas accounted for most of the reduction. Consummer demand for canned vegetables continued firm during the spring months and the carryover into the 1961 packing season was moderate to light for most commodities. Frozen holdings in 1961 were much larger than in 1960. All items except frozen peas showed a material increase. Although the rate of disappearance held at high levels, carryovers generally were large.

Available data indicate that the total 1961 canned pack will be moderately larger than a year earlier. Sharp increases are in prospect for snap beans and sweet corn; moderate gains are likely for lima beans, beets, peas, spinach, tomatoes and tomato products. While part of the increased packs will be offset by small carryovers, aggregate supplies of canned vegetables during the 1961-62 marketing season will be larger than last season. Packs of all frozen vegetables are expected to be larger than in 1960. Heavy supplies appear likely for all items except peas, which are about in balance. The abundance of canned and frozen vegetables will offer strong competition to fresh vegetables in 1962.



SUPPLIES OF CANNED AND FROZEN VEGETABLES,
MARKETING SEASONS 1959-60 AND 1960-61

Commodity	Total Supply		April 1 Stocks	
	1959-60	1960-61	1960	1961
	Million Cases 24/303's			
Canned Vegetables 1/				
Lima Beans	4.4	4.6	2/ 1.7	2/ 2.0
Snap Beans	40.9	40.8	12.2	11.9
Beets	14.2	12.9	2/ 5.9	2/ 4.6
Carrots	5.5	7.5	2/ 2.8	2/ 3.1
Sweet Corn	47.2	41.9	17.5	15.2
Green Peas	46.0	39.2	15.0	11.9
Spinach	10.8	10.9	3/ 3.1	3/ 3.3
Tomatoes	40.9	38.3	12.8	13.3
Frozen Vegetables		Million Pounds		
Lima Beans	152.5	166.3	52.5	67.3
Snap Beans	184.3	186.8	46.9	63.7
Broccoli	139.6	153.5	44.7	47.4
Cauliflower	44.6	58.6	10.3	23.6
Sweet Corn	151.9	160.2	45.1	61.7
Green Peas	389.5	373.0	116.1	92.5
Spinach	141.4	146.7	37.4	55.6

1/ Includes canners and distributors stocks.
2/ Interpolation
3/ March 1 stocks

National Canners Association, National Association of Frozen Food Packers, Census Bureau, U. S. Department of Commerce and AMS, USDA.

Spring Vegetables: 1962 Planted Acreage Guide With Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	1962 Guide	1961 Prel.	1960	1955-59 Average	1950-54 Average	1961 Prel.	1960	1955-59 Average	1950-54 Average
	Thousand Acres					Percent			
Beans, Lima	2.6	2.6	2.9	3.9	5.5	100	90	67	47
Beans, Snap									
Early	15.6	14.9	18.6	16.9	20.9	105	84	92	75
Mid	15.0	15.0	15.8	16.4	21.6	100	95	91	69
Late	15.1	15.1	16.2	17.3	20.8	100	93	87	73
Broccoli									
Early	13.5	13.5	13.2	13.2	9.8	100	102	102	138
Late	.9	.9	1.0	.8	.7	100	90	112	129
Cabbage									
Early	14.1	14.1	14.1	17.6	20.4	100	100	80	69
Late	7.8	7.4	7.8	8.8	9.5	105	100	89	82
Carrots	1.5	1.5	1.9	2.1	2.8	100	79	71	54
Cauliflower									
Early	8.2	8.2	8.6	7.5	6.9	100	95	109	119
Late	.3	.3	.4	.3	.3	100	75	100	100
Celery	7.2	7.2	8.4	7.6	6.6	100	86	95	109
Corn, Sweet									
Early	40.4	38.5	39.3	36.6	38.0	105	103	110	106
Late	12.4	11.8	11.9	13.7	16.8	105	104	91	74
Cucumbers									
Early	11.0	11.0	12.4	12.7	13.4	100	89	87	82
Late	12.8	12.8	12.6	13.7	13.9	100	102	93	92
Eggplant	1.1	1.1	1.6	1.2	1.2	100	69	92	92
Lettuce									
Early	40.6	40.6	42.4	48.5	47.3	100	96	84	86
Late	6.5	6.5	7.0	7.9	8.1	100	93	82	80
Onions									
Early	23.6	22.5	29.5	36.9	42.5	105	80	64	56
Late	7.5	7.2	10.4	13.7	16.4	104	72	55	46
Peas, Green									
Early	3.3	3.3	3.3	4.3	7.8	100	100	77	42
Peppers, Green	7.8	7.1	9.0	8.6	8.7	110	87	91	90
Spinach	7.1	7.1	7.0	8.4	11.7	100	101	85	61
Tomatoes									
Early	34.6	31.8	43.9	55.1	63.2	109	79	63	55
Late	21.2	20.2	20.3	38.0	48.4	105	104	56	44
Total	331.7	322.2	359.5	411.7	463.2	103	92	81	72

Spring Vegetables: 1962 Probable Production With Comparisons

Commodity	Production 2/					Probable Production from Acreage Guide as percent of:			
	1962 1/ Guide	1961 Prel.	1960	1955-59 Average	1950-54 Average	1961 Prel.	1960	1955-59 Average	1950-54 Average
	1,000 tons					Percent			
Beans, Lima	3.2	4.0	3.5	4.3	6.0	80	91	74	53
Beans, Snap									
Early	26.5	24.0	33.2	25.4	30.0	110	80	104	88
Mid	16.5	18.8	16.0	17.8	21.4	88	103	93	77
Late	31.7	31.1	33.5	36.0	38.6	102	95	88	82
Broccoli									
Early	45.2	47.2	49.5	42.0	29.7	96	91	108	152
Late	3.6	3.2	3.2	3.8	2.2	112	112	95	164
Cabbage									
Early	88.4	91.9	79.6	108.2	123.8	96	111	82	71
Late	49.6	52.6	50.0	54.1	57.6	94	99	92	86
Carrots	17.1	18.0	20.4	20.8	31.2	95	84	82	55
Cauliflower									
Early	66.0	63.6	71.0	57.4	56.0	104	93	115	118
Late	3.0	2.4	3.3	3.2	3.2	125	91	94	94
Celery	157.0	164.7	167.6	181.3	174.0	95	94	87	90
Corn, Sweet									
Early	133.4	120.8	140.6	126.4	100.8	110	95	106	132
Late	37.0	37.4	32.2	39.4	40.8	99	115	94	91
Cucumbers									
Early	41.2	53.6	43.8	45.0	44.5	77	94	92	93
Late	42.1	47.3	41.9	43.6	42.3	89	100	97	100
Eggplant	6.2	7.5	7.5	6.4	6.8	83	83	97	91
Lettuce									
Early	324.1	356.8	343.4	326.4	290.2	91	94	99	112
Late	48.6	48.8	53.4	58.2	56.9	100	91	84	85
Onions									
Early	128.2	126.8	137.5	137.4	100.4	101	93	93	128
Late	92.8	87.6	110.5	106.1	109.6	106	84	87	85
Peas, Green									
Early	6.1	7.8	6.4	7.0	12.6	78	95	87	48
Peppers, Green	27.6	29.6	35.1	22.2	26.0	93	79	124	106
Spinach	20.5	20.7	18.2	24.2	34.7	99	113	85	59
Tomatoes									
Early	171.2	190.8	170.9	198.0	185.0	90	100	86	93
Late	43.2	45.0	37.3	60.4	66.6	96	116	72	65
Total	1,630.0	1,702.0	1,709.5	1,755.0	1,690.9	96	95	93	96

1/ Computed: planted acreage guide for 1962 spring vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual statements for particulars)

Spring Melons: 1962 Planted Acreage Guides With Comparisons

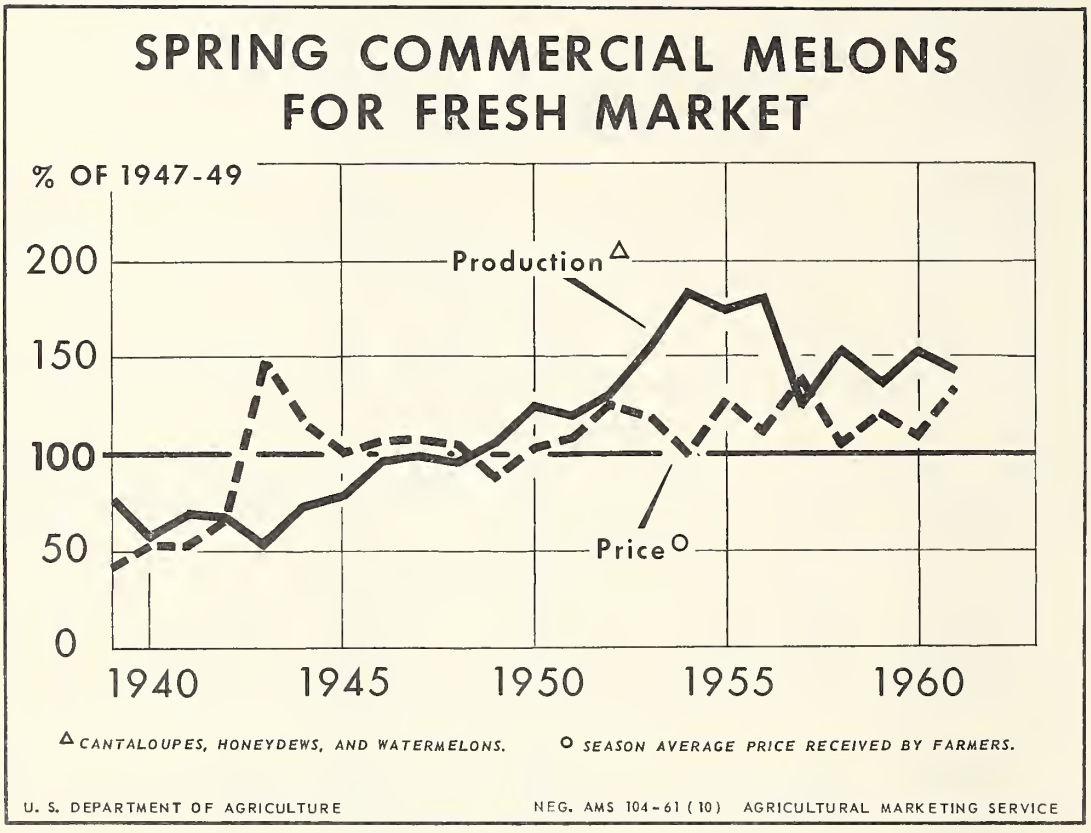
Commodity	Planted Acreage					Percent Acreage Guide is of:			
	1962 Guide	1961 Prel.	1960	1955-59 Average	1950-54 Average	1961 Prel.	1960	1955-59 Average	1950-54 Average
	Acres					Percent			
Cantaloups	30,400	27,600	29,800	42,000	39,880	110	102	72	76
Watermelons	78,400	74,700	83,600	101,900	90,540	105	94	77	87
Total	108,800	102,300	113,400	143,900	130,420	106	96	76	83

Spring Melons: 1962 Probable Production With Comparisons

Commodity	Production 2/					Probable Production from Acreage Guide as Percent of:			
	1962 1/ Guide	1961 Prel.	1960	1955-59 Average	1950-54 Average	1961 Prel.	1960	1955-59 Average	1950-54 Average
	Tons					Percent			
Cantaloups	163,850	149,650	167,350	195,400	197,550	109	98	84	83
Watermelons	419,700	472,800	497,150	432,150	360,050	89	84	97	117
Total	583,550	622,450	664,500	627,550	557,600	94	88	93	105

1/ Computed: Planted acreage guide for 1962 spring melons, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual statements for particulars)



The aggregate production of spring vegetables in 1961 was slightly smaller than in 1960, with acreage reductions for many commodities offsetting relatively high yields. Some distortion of harvest patterns occurred because of unfavorable weather early in the growing season. This resulted in low prices for vegetables, particularly cabbage, lettuce, onions and tomatoes, during the first half of the season. But markets improved considerably during the late spring months. The index of prices for 1961 was 2 percent lower than in 1960 but 2 percent above the 1947-49 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Lima Beans

(Florida and South Carolina)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	2,600		1/ 26	65		
Background Statistics						
1961 Prel.	2,600	2,600	30	79	8.86	700
1960	2,900	2,700	26	70	9.17	642
1955-59 Average	3,860	3,660	23	2/ 86	9.92	803
1950-54 "	5,490	5,420	22	2/120	8.77	1,017

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1950, 8 in 1952, 9 in 1955, 3 in 1957, and 3 in 1958.

Comparisons and Comments: The acreage of spring lima beans has been declining steadily for a number of years. In 1961 South Carolina and Florida showed further reductions. In total, the 1961 planted acreage was 10 percent less than in 1960 and one-third less than the 1955-59 average. Cold weather delayed crops in north Florida and in South Carolina. Some replanting was necessary in the latter area. But subsequent favorable conditions improved the early production outlook and record large yields were achieved in both states. Total production was 13 percent above a year ago. Harvest began in the Plant City, Florida area in late April. Growers did not receive the early season premium prices that they have enjoyed in some recent years. Season average prices in Florida were below both those of a year ago and the 1955-59 average. Later crops in South Carolina fared somewhat better. But in total, spring lima beans returned prices moderately below the average of the last five years. Current indications point to a heavy supply of processed lima beans in 1962. This may restrict the market outlets for fresh limas.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 4 percent and a 1959-61 average yield will result in a production 18 percent less than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Early Spring

(Texas and Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than 1961)	15,600		1/ 37	530		
Background Statistics						
1961 Prel.	14,900	12,600	38	481	8.33	4,005
1960	18,600	17,600	38	2/665	8.44	5,317
1955-59 Average	16,880	14,760	34	2/508	9.54	4,499
1950-54 "	20,900	18,480	33	2/599	8.46	4,407

1/ 1957-61 (less 1959) average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 77 in 1950, 291 in 1951, 41 in 1955, 24 in 1956, 65 in 1958 and 35 in 1960.

Comparisons and Comments: In addition to the reduction in Florida plantings in 1961, adverse weather conditions in that state resulted in a large acreage abandonment. Harvested acreage was 28 percent less than in 1960 and 15 percent below the 1955-59 average. Most of the Everglades acreage destroyed by the mid-March frost was replanted but further damage resulted from cold winds during April. Also, rains caused occasionally heavy damage in the Plant City area. Losses, however, were heaviest in terms of quality and yields, particularly in the Everglades area. In north Florida and central Texas, dry conditions hampered crop development. Production in Florida was much less than in 1960 but only moderately below average for recent years. In total, there was a relatively even flow of supplies to markets in 1961. The overall quality and uneven maturity within individual fields were principal marketing problems during the season. Prices for good quality held fairly stable at moderate levels but the majority of sales were made at lower levels. Much of the Everglades production was sold to processors. Large stocks of processed snap beans, especially frozen, will intensify the competitive pressure on fresh market beans in 1962. Nevertheless, markets should readily absorb a 1962 supply larger than in 1961.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage with a normal abandonment of 10 percent in Florida and 1957-61 (less 1959) average yields by states, would result in a production 10 percent more than in 1961 and 4 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi, and Louisiana)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	15,000		1/ 22	330		
Background Statistics						
1961 Prel.	15,000	15,000	25	375	8.37	3,139
1960	15,800	15,800	20	321	7.02	2,252
1955-59 Average	16,430	16,050	22	2/ 355	7.68	2,697
1950-54 "	21,600	21,480	20	428	7.39	3,083

1/ 1955-59 average yield.
2/ Includes 9,000 cwt. not marketed in 1955 and excluded in computing value.

Comparisons and Comments: Acreages planted in South Carolina, Georgia and Mississippi in 1961 were equal to 1960 but moderate reductions occurred in Louisiana and Alabama. Crops in all areas made slow progress early in the season as adverse cool, wet weather prevailed throughout the South. Some replanting occurred in South Carolina. After mid-April, however, mid-spring crops generally developed rapidly. The substantial increase in total production over last year was the result of a larger crop in South Carolina where yields were much better than a year earlier. While the bulk of the mid-spring crop was marketed about two weeks later than usual - from late May to late June - prices to growers were enhanced because there were considerably less competing supplies available from both Florida and from late spring states during the season. Prices declined gradually through mid-June as marketing became general but remained at relatively high levels. Season average prices were well above those experienced in recent years in practically all states in this group.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1955-59 average yield would result in a production 12 percent less than in 1961 and 7 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Late Spring

(Arkansas, California, Maryland, New Jersey, North Carolina and Virginia)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	15,100		1/ 42	634		
Background Statistics						
1961 Prel.	15,100	15,000	41	622	9.43	5,867
1960	16,200	16,200	41	670	7.26	4,863
1955-59 Average	17,340	17,260	42	2/720	8.73	6,164
1950-54 "	20,820	20,820	37	2/772	7.99	6,125

1/ 1955-59 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1954, 48 in 1955 and 12 in 1957.

Comparisons and Comments: A gradual but generally consistent decline in the acreage of late spring snap beans has been occurring since the late 1940's. The change has been most pronounced in Maryland, Virginia, North Carolina and Arkansas. Acreage also has decreased in California but to a lesser degree. New Jersey plantings have tended to remain relatively stable in recent years. Yields have improved somewhat in several states but on the average, the change has been nominal. Total late spring production in 1961 was moderately less than in 1960 due to the 7 percent reduction in acreage. Most states showed slight declines. Crops were delayed by adverse weather and marketings during the early portion of the season were light. This, in conjunction with an even distribution of total late spring state marketings from mid-June to mid-July, resulted in prices to growers being generally high. Normal timing of seasonal harvests in 1962 probably will result in greater competition for the late spring crops. However, the market should take a supply about as large as in 1961. The production from an acreage equal to 1961 would probably provide adequate supplies in the 1962 season.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a 1955-59 average yield, would result in a production 2 percent more than in 1961 but 12 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Early Spring

(California)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	13,500		1/ 67	904		
Background Statistics						
1961 Prel.	13,500	13,500	70	945	7.80	7,371
1960	13,200	13,200	75	990	7.68	7,608
1955-59 Average	13,220	12,900	65	839	7.31	6,151
1950-54 "	9,760	9,760	60	594	8.07	4,709

1/ 1955-60 average yield.

Comparisons and Comments: Production of early spring broccoli has been at a high level during the past three years. Though slightly less than in 1960, production in 1961 was 13 percent more than the 1955-59 average. The expanded production has gone primarily to freezing outlets; fresh market shipments have tended to remain relatively stable. In 1961, crops in principal producing areas developed well with timely showers in late January and favorably cool weather during most of February. Quality of production was good. Movement to freezers became active in mid-March and was especially heavy late in the month as volume available from central California areas increased seasonally. Fresh market prices increased moderately to a fairly high level in late February as volume from Texas declined. By mid-March, prices were slightly lower but held near this level until mid-April. Then a marked increase occurred in shipments, because warm weather matured crops much more quickly than usual, and the market weakened. For the season, average prices received by growers were moderately higher than in 1960. Frozen stocks are expected to continue relatively heavy through the fall and early winter period. However, total market demand for broccoli in 1962 should be close to 1961 levels.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with no abandonment and a 1955-60 average yield, will result in a production 4 percent less than in 1961 but 8 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Late Spring

(New Jersey and Virginia)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	890		1/ 80	71		
Background Statistics						
1961 Prel.	890	890	72	64	6.94	444
1960	980	980	66	65	7.23	470
1955-59 Average	840	840	91	75	8.30	624
1950-54 "	680	680	66	44	9.23	395

1/ 1957-60 average yield.

Comparisons and Comments: Total acreage of late spring broccoli was about one-tenth less than in 1960. A substantial reduction in New Jersey was only partially offset by a sharp increase in Virginia where plantings have been small in recent years. The crop was delayed somewhat in 1961 by weather conditions but, in general, benefitted from the cool temperatures which prevailed during May and most of June. Although yields on late harvested acreage in New Jersey were adversely affected by hot weather, a fairly high average yield was obtained. Yields in Virginia also were relatively high. Production was about equal to that in 1960 but 15 percent less than the 1955-59 average. Prices for fresh market supplies from Virginia, which were sold mostly in late May, were high. But prices for New Jersey supplies which moved to market during June and early July were generally moderate to low. Frozen stocks were heavy during the 1961 season and are expected to be at least as large in 1962. Ample volume of frozen broccoli should continue available at prices competitive with normal price levels for the fresh product. There should be, however, an adequate outlet for a 1962 crop about in line with 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage and a 1957-60 average yield, will result in a production 11 percent more than in 1961 but 5 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	14,100		1/ 128	1,769		
Background Statistics						
1961 Prel.	14,100	14,100	130	2/ 1,838	1.56	2,736
1960	14,100	13,200	121	1,592	3.18	5,059
1955-59 Average	17,610	17,310	125	2/ 2,164	1.79	3,698
1950-54 "	20,380	19,740	126	2/ 2,477	1.83	4,178

1/ 1956-60 average yield.

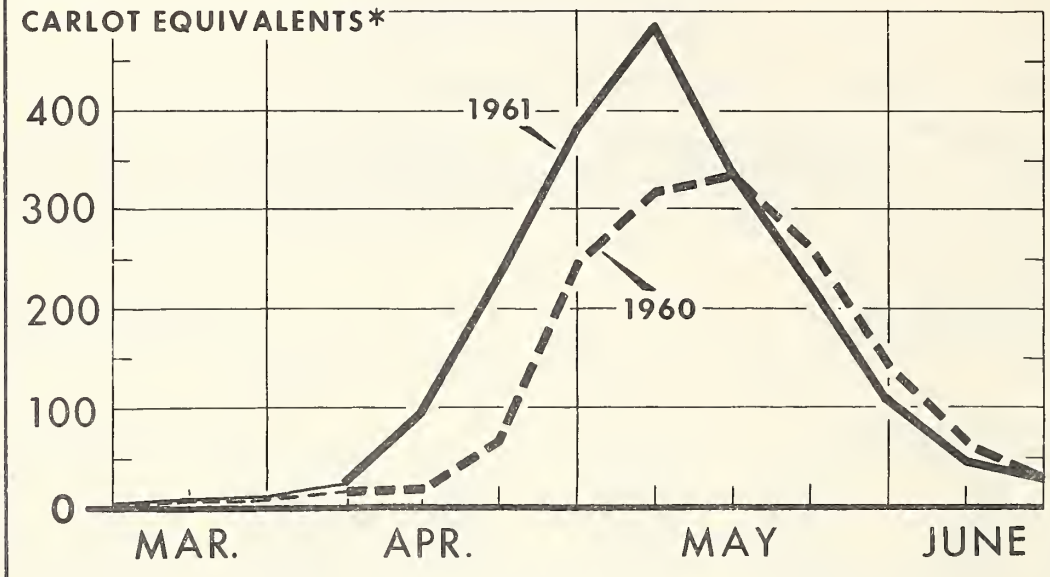
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 70 in 1950, 40 in 1951, 135 in 1953, 64 in 1954, 80 in 1955, 174 in 1956, 112 in 1957, 96 in 1958, 30 in 1959, and 84 in 1961.

Comparisons and Comments: Total early spring cabbage acreage in 1961 was the same as in 1960 with reductions in South Carolina, Mississippi and California offsetting increases in Georgia, Alabama and Louisiana. Cold, wet weather retarded early growth and was responsible for irregular stands in the southeastern growing areas. But more favorable weather later in the season developed heavy potential supplies. Total production was 15 percent larger than the crop of a year ago. Harvest of the 1961 crop became active earlier than in 1960. Shipments overlapped those from winter producing states where crops were greatly in excess of market requirements. As a result, prices opened at low levels. Improvement failed to develop as the season progressed and average prices for the 1961 crop were low throughout the southeastern states. Prices in California were substantially below those of a year ago but about equal to the 1955-59 average. Most of the California crop was marketed within the State. In 1961 growers should be able to market successfully the crop from an acreage equal to that planted in 1960. However, heavy competition from winter crop supplies should be expected.

1962 Guide: The 1962 guide is a planted acreage equal to that in 1961. Such an acreage with a normal abandonment of 2 percent and a 1956-60 average yield, will result in a production 4 percent less than in 1961 and 14 percent below the 1956-60 average.

EARLY SPRING CABBAGE SUPPLIES

Unloads at 38 Cities



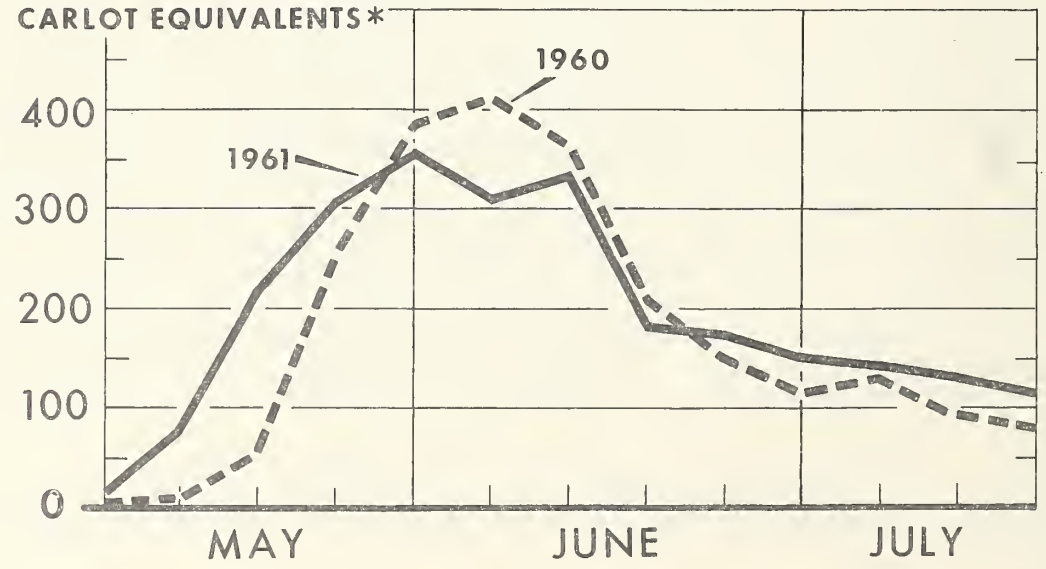
*TOTAL U. S. RAIL AND TRUCK FROM ALA., GA., LA., MISS. AND S. C.

U. S. DEPARTMENT OF AGRICULTURE

AMS NEG. 69-61 (9) AGRICULTURAL MARKETING SERVICE

LATE SPRING CABBAGE SUPPLIES

Unloads at 38 Cities



*TOTAL U. S., RAIL AND TRUCK FROM MD., MO., N.C., OHIO., TENN. AND VA.

U. S. DEPARTMENT OF AGRICULTURE

AMS NEG. 70-61 (9) AGRICULTURAL MARKETING SERVICE

1962 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than in 1961)	7,800		1/ 131	991		
Background Statistics						
1961 Prel.	7,450	7,250	145	1,051	2.56	2,694
1960	7,750	7,450	134	2/ 1,001	2.31	2,200
1955-59 Average	8,766	8,456	128	2/ 1,082	2.09	2,145
1950-54 "	9,470	9,370	123	2/ 1,152	2.11	2,081

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 150 in 1950, 294 in 1951, 20 in 1952, 74 in 1953, 168 in 1954, 120 in 1955, 128 in 1958, 35 in 1959 and 47 in 1960.

Comparisons and Comments: Late spring cabbage production in 1961 was 5 percent larger than in 1960 but 3 percent less than the 1955-59 average. Planted acreage was down 4 percent from 1960 as decreases in North Carolina, Ohio and Missouri were only partially offset by a moderate increase in Maryland. Wet spring weather retarded growth in most states. But the crop made excellent progress as conditions improved. A record high average yield was registered for the seasonal group. First shipments overlapped with heavy early spring crops. North Carolina and Tennessee growers suffered low prices. But the market improved sharply in early June and the other early spring states fared much better. Virginia shipments peaked in early June and growers in that state had their best price year since 1952. With average yields and more normal timing of harvests between seasonal crops, growers should be able to readily market the crop from an acreage moderately larger than in 1961.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with a normal abandonment of 3 percent and a 1956-60 average yield will result in a production 6 percent below 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Carrots

(Arizona)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	1,500		1/ 228	342		
Background Statistics						
1961 Prel.	1,500	1,500	240	360	6.50	2,340
1960	2/1,900	1,900	215	3/408	3.95	703
1955-59 Average	2,140	2,100	207	416	3.97	1,650
1950-54 "	2,820	2,780	226	3/624	3.84	2,228

1/ 1957-60 average yield
2/ Includes 900 acres originally planted for winter harvest.
3/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 176 in 1950 and 230 in 1960.

Comparisons and Comments: The sharp decrease in planted acreage and production of spring carrots resumed in 1961. Plantings were 21 percent below 1960 and 30 percent below the 1955-59 average. Growing conditions were favorable and yields were high. However, the small acreage resulted in a production 12 percent less than in 1960. Competition from the Texas and California winter crops was below normal as growers in these areas reduced their crops following a disasterous season in 1960. Shipping point prices held at high levels throughout the season and averaged higher than in any year since 1948. Shipments began in May, peaked in early June, then declined steadily to the season's end in mid-July. The market for Arizona spring carrots is usually limited by competition from Texas and the Imperial Valley of California in the early part of the season and from central California supplies in the latter part. The unusually light competition from winter crops cannot be expected to repeat in 1962. An acreage in 1962 equal to that in 1961 should provide adequate supplies to satisfy consumer requirements.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1957-60 average yield will result in a production 5 percent less than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Cauliflower - Early Spring

(California)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	8,200		1/ 161	1,320		
Background Statistics						
1961 Prel.	8,200	8,200	155	1,271	2.77	3,521
1960	8,600	8,600	165	1,419	2.91	4,126
1955-59 Average	7,540	7,140	161	1,148	3.36	3,833
1950-54 "	6,920	6,840	164	1,120	3.25	3,648

1/ 1955-59 average yield.

Comparisons and Comments: The acreage of early spring cauliflower has gradually trended upward since 1956. Although plantings were reduced slightly in 1961, they were 9 percent more than the 1955-59 average. The majority of the crop made favorable progress during February and March, largely overcoming the effect of prior cool and general dry conditions. Quality generally was good though some discoloring occurred in late fields as a result of high temperatures. Average yield was slightly less than the high level in 1960 and production was 10 percent less than last year. During the late fall period, the frozen pack was relatively heavy and by early 1961 holdings were considerably larger than in 1960. Still, a significant portion of the spring crop moved to processors. Total fresh market supplies declined steadily from a comparatively high rate of movement in February to moderate levels during March and April. Fresh market prices responded to the pattern of shipments in a consistent manner, being moderate to fairly high during the major portion of the season. Barring a sharp cut-back in the fall pack, frozen stocks will likely be larger than in 1961 which would make a larger quantity available for fresh market in 1962 without any change in acreage.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage and a 1955-59 average yield, will result in a production 4 percent more than in 1961 and 15 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Cauliflower - Late Spring

(New Jersey)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	300		1/ 198	59		
Background Statistics						
1961 Prel.	300	300	160	48	5.10	245
1960	350	350	190	66	3.75	248
1955-59 Average	310	300	214	64	3.80	242
1950-54 "	260	260	250	65	4.71	305

1/ 1956-60 average yield.

Comparisons and Comments: Production of late spring cauliflower in New Jersey was curtailed in 1961. The acreage was reduced moderately in 1961 to a level approximating the 1955-59 average. In addition, yields were drastically reduced from early expectations due to the general delay in crop development and the hot weather during the latter part of June. The average yield was 16 percent less than in 1960. Production was 27 percent less than in 1960. Marketings were at a comparatively low level during the 1961 season with most supplies being sold during the last half of June. Average fresh market prices were high in early June and held at fairly high levels the remainder of the season despite discounts because of poor quality and the availability of a moderate volume of more acceptable supplies from competing producing areas. Under more normal growing conditions, a production larger than in 1961 could be marketed in 1962.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with no abandonment and a 1956-60 average yield, would result in a production 23 percent more than in 1961 but 8 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Celery

(Florida and California)

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	7,200		1/ 449	3,141		
Background Statistics						
1961 Prel.	7,200	7,100	464	2/3,294	3.40	11,073
1960	8,400	7,900	424	3,353	3.06	10,264
1955-59 Average	7,580	7,260	503	2/3,626	4.00	13,832
1950-54 "	6,580	6,440	540	2/3,479	3.79	12,755

1/ 1959-61 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 58 in 1950, 26 in 1951, 14 in 1952, 16 in 1953, 274 in 1954, 66 in 1955, 29 in 1956, 334 in 1959 and 40 in 1961.

Comparisons and Comments: Discouraged by comparatively low prices in 1959 and 1960, growers in Florida cut acreage a fifth, and growers in California cut acreage a tenth in 1961. In Florida, except for a small acreage abandoned because of seeders, crop development was good and yields were the highest since 1955. Yields per acre in California were substantially below historic levels, due partly to trouble with seeders and black heart, and partly to the recent drop in acreage in the Venice district where high yields had been obtained. Production totaled slightly below 1960 and materially below average, with approximately half the tonnage originating in each State. Shipments of Florida supplies held at ample levels from late winter into late June, and peaked the last half of April and the first week in May. Shipments from California increased gradually during the spring, and peaked in late June when Florida volume tapered off. Growers' prices in Florida in 1961 averaged materially above a year earlier but were below average. Grower prices in California showed only slight improvement compared with 1960. A total spring production in 1962 moderately smaller than in 1961 would be adequate to satisfy consumer needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with an abandonment of 5 percent in Florida and 1959-61 average yield by states, would result in a production 5 percent less than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Early Spring

(Florida and Texas)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than 1961)	40,400		1/ 71	2,668		
Background Statistics						
1961 Prel.	38,500	32,800	74	2,416	5.55	13,400
1960	39,300	37,400	75	2,811	4.06	11,418
1955-59 Average	36,640	33,980	75	2/ 2,528	4.02	9,774
1950-54 "	37,980	34,220	59	2/ 2,015	4.11	7,973

1/ 1958-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 228 in 1950, 88 in 1952, 115 in 1955 and 180 in 1958.

Comparisons and Comments: A substantial cut in acreage in Florida more than offset a sharp increase in Texas, and total acreage in 1961 was slightly less than a year earlier. In the Florida Everglades, a freeze early in March destroyed plants on most of the acreage. Only about three-fifths of the acreage was replanted and, as a result, acreage harvested in Florida was a fourth less than in 1960. Spring weather in both Texas and Florida was favorable for crop development, and a comparatively high yield was harvested in Florida. In total, production in 1961 was 14 percent below 1960 and 4 percent below the 1955-59 average. In the Lower Valley of Texas, harvest started in mid-April and peaked the first half of May. Because of the delay in the Everglades crop, marketings from Florida were relatively light during April, increased sharply during May, peaked the week ended June 3, and continued in volume until early July. Even though the flow of supplies to markets was somewhat erratic in the spring of 1961, short run movement was not excessive because of the moderate production. At shipping points, prices received held at comparatively high levels during April, and declined as the season progressed. Growers' prices averaged at a record-high level. In 1962, growers should be able to market readily a production moderately larger than in 1961.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with an abandonment of 7 percent and a 1958-61 average yield, would result in a production 10 percent more than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama, and California)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than in 1961)	12,400		1/ 61	741		
Background Statistics						
1961 Prel.	11,800	11,600	65	749	5.34	3,996
1960	11,900	11,700	55	644	4.84	3,119
1955-59 Average	13,680	13,300	59	787	4.47	3,487
1950-54 "	16,800	15,520	53	815	4.38	3,546

1/ 1957-61 average yield.

Comparisons and Comments: Except for an 8 percent reduction in South Carolina, all late spring crop states planted an acreage equal to 1960. A cold, wet spring delayed the crop in the southeastern states. Total production was a seventh more than the small 1960 crop but slightly below average. Harvest of the California crop started the middle of April. Shipments from Coachella Valley and Blythe peaked about June 1 and the Arvin-Wheeler Ridge district attained volume in late June. In the southeast, harvest in South Carolina started in early June, in Georgia in mid-June, and in Alabama in late June. Overlap of shipments from Florida was materially less than in 1960 and prices received by growers in Alabama and South Carolina averaged considerably above the prices of a year earlier. Average price for Georgia supplies improved slightly compared with 1960. And in California, the 1961 average price received by growers was the highest since 1951. A supply in 1962 about equal to 1961 should be sufficient for market needs. Assuming average yields, a moderate acreage increase will be required.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with an abandonment of 2 percent and a 1957-61 average yield, will result in a production 1 percent less than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Early Spring

(Florida and Texas)

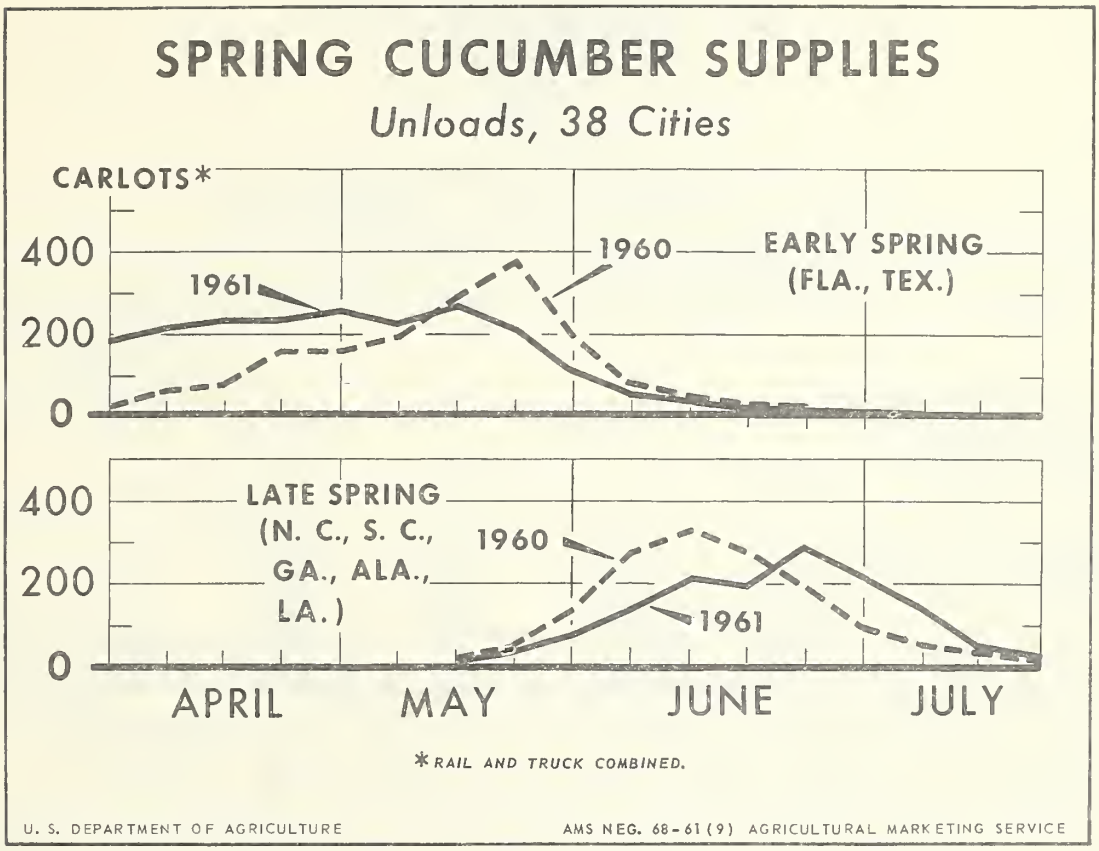
Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	11,000		1/ 80	825		
Background Statistics						
1961 Prel.	11,000	10,500	102	2/1,071	5.31	5,271
1960	12,400	11,300	77	2/ 875	7.15	5,691
1955-59 Average	12,660	11,180	82	2/ 900	6.87	5,689
1950-54 "	13,420	11,240	79	2/ 890	6.20	4,832

1/ 1955-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1950, 244 in 1951, 191 in 1954, 50 in 1955, 18 in 1957, 209 in 1958, 74 in 1959, 79 in 1960, and 79 in 1961.

Comparisons and Comments: The total acreage planted in 1961 was moderately less than in 1960. Less acreage in Texas, where 1960 plantings were relatively large, accounted for most of the change. Intermittent periods of low temperatures, high winds and occasional heavy rains hampered crop growth in the major producing areas of Florida during March and early April. But in general, damage was not severe and crops made more satisfactory growth later in the season. Crops in Texas developed well under generally favorable conditions and a high average yield, equal to that in 1960, was obtained. Yields in Florida were exceptionally high and the group average was well above the 1955-59 average. The resulting production in Florida was nearly a third more than in 1960. Despite a relatively even distribution of marketings throughout most of the season, this level of production proved to be excessive. Market prices at Florida shipping points were generally moderate for preferred packs but others were sharply discounted. The bulk of supplies from Texas were marketed in early May and met with strong competition from competing areas. The season average prices in both states were low. A substantially smaller supply would satisfy consumer needs in 1962. However, an adequate adjustment would result from an equal acreage, provided yields are normal.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with normal abandonment in Florida and 1955-60 average yields by states would result in a production 23 percent less than in 1961.



Total marketings of cucumbers during the 1961 early spring season were much larger than in 1960. Prices for the better quality cucumbers were moderate. However, the average price for the total crop was low and some production was not marketed.

In 1961, supplies from late spring states east of the Mississippi reached peak proportions several weeks later than normal. As a result, there was less overlap with competing areas in north Florida. A delay in active movement from early summer states was important in preventing a market glut during the latter portion of the late spring season.

1962 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Late Spring

(North Carolina, South Carolina, Georgia, Alabama, Louisiana, and California)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	12,750		1/ 66	842		
Background Statistics						
1961 Prel.	12,750	12,750	74	946	6.29	5,950
1960	12,550	12,550	67	838	4.56	3,824
1955-59 Average	13,724	13,524	64	2/ 871	4.38	3,741
1950-54 "	13,920	13,850	61	2/ 846	4.39	3,540

1/ 1958-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 148 in 1950, 16 in 1951, 8 in 1954, 51 in 1955, and 7 in 1958.

Comparisons and Comments: The total 1961 production of late spring cucumbers was moderately more than in 1960 because of comparatively high average yields in California. There was considerable replanting in South Carolina and in central Georgia and, in addition to these delays, unusually cool weather through early April slowed crop growth in all southern producing areas. Market supplies from most states did not reach volume until about mid-June and active movement from North Carolina did not occur until late June. However, the pattern among competing states did not contribute to any significant bunching of supplies. Also, the less than normal volume from competing early summer states in early July was a favorable factor in 1961. In late May, market prices were high, due in part to an early ending of the Florida season. During June, when most of the crop was sold, average prices continued at well above average rates. Cucumbers were available in good volume from California areas, principally San Diego County, by late April and increased seasonally through May and June as other areas began picking. The season average price in California was slightly higher than in 1960. In most years, a supply as large as in 1961 would meet significant marketing problems. But with normal yields, a 1962 acreage equal to 1961 should provide a balanced supply.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1958-60 average yield, would result in a production 11 percent less than in 1961 and 3 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Eggplant

(Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	1,100		1/ 113	124		
Background Statistics						
1961 Prel.	1,100	1,000	150	150	4.95	742
1960	1,600	1,500	100	150	4.80	720
1955-59 Average	1,160	1,140	113	2/ 127	5.50	658
1950-54 "	1,150	1,140	120	2/ 137	4.25	571

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 14 in 1950, 13 in 1955, 5 in 1956, and 13 in 1958.

Comparisons and Comments: Low prices and considerable marketing problems during the 1960 spring season resulted in a sharp acreage reduction in 1961. Plantings were down more than 30 percent. But growers efforts to bring production into line with market demand were thwarted by unusually favorable growing conditions. Average yields in 1961 were record high - 50 percent higher than in 1960 and a third above the 1955-59 average. Production equaled the surplus crop of 1960. Prices were moderate as the harvest got underway but soon declined to low levels. For the season, prices were slightly above 1960 but well below the 1955-59 average. Market requirements for eggplant, on a daily and seasonal basis are limited and have shown little change during the past decade. On a seasonal basis, when production has been in the range of 115,000 to 125,000 hundredweight, markets have been stable. With average yields, a 1962 planted acreage equal to 1961 would provide adequate supplies and improve the likelihood of favorable market conditions.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and 1955-59 average yields, will result in a production 17 percent less than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Early Spring

(North Carolina, South Carolina, Georgia, Arizona, New Mexico, and California)

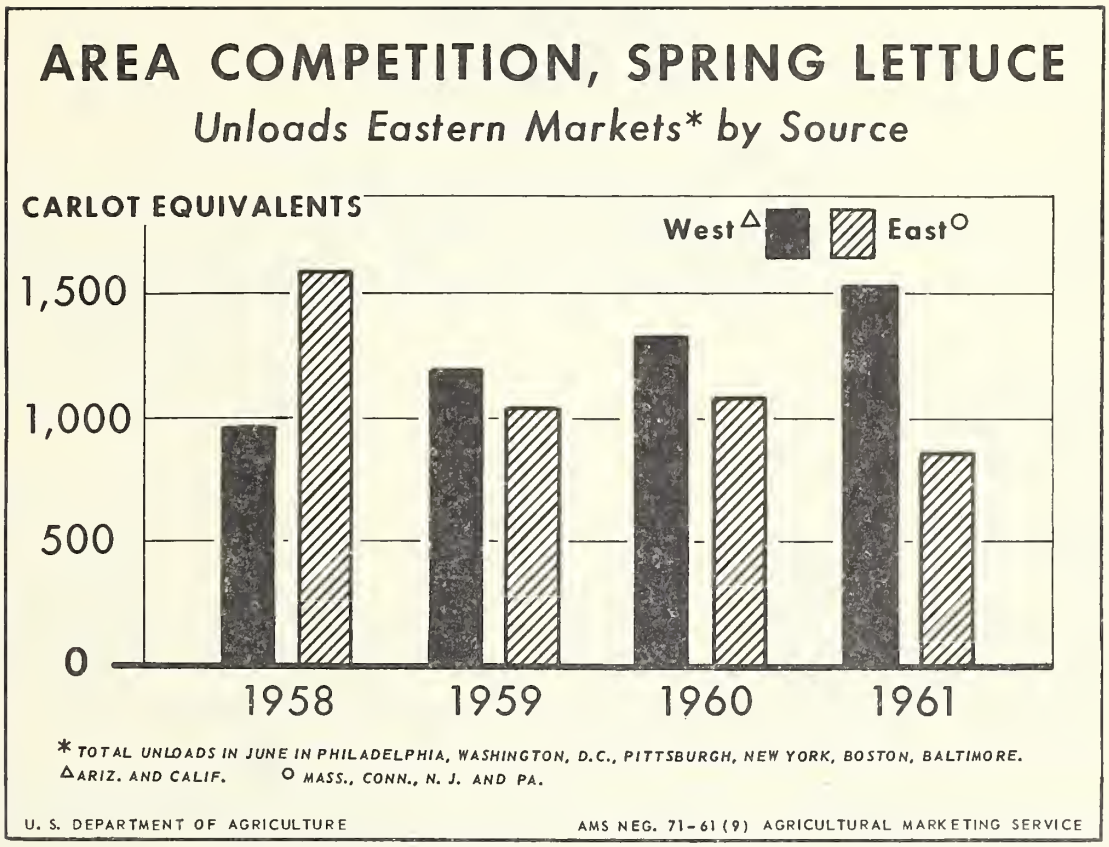
Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	40,560		1/ 160	6,482		
Background Statistics						
1961 Prel.	40,560	40,390	177	7,136	3.49	24,870
1960	42,450	42,000	164	6,869	4.16	28,564
1955-59 Average	48,546	47,850	137	2/ 6,528	4.05	26,275
1950-54 "	47,330	46,990	124	2/ 5,805	4.23	24,443

1/ 1959-61 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1950, 7 in 1952, 83 in 1953, 31 in 1954, 14 in 1956, 90 in 1957 and 73 in 1958.

Comparisons and Comments: In 1961 growers cut early spring lettuce plantings for the second successive year. Harvested acreage was the smallest since 1943. But the trend toward higher yields continued. All areas experienced favorable growing conditions and another record high yield was established for the early spring states. Production was 4 percent larger than in 1960 and 9 percent above the 1955-59 average. Volume from central Arizona got underway in early March, overlapping with the excessive production of the western winter crops. Arizona spring shipments peaked in mid-April and extended into June. Heaviest movement from California extended from late April through June. Shipping point prices were low throughout March and the first half of April. But the remainder of the season was much more profitable for growers as prices ranged mostly within moderate to high levels. For the group, the season average price was below last year and the 1955-59 average. But the loss was absorbed mostly by Arizona growers who marketed the bulk of their crop during the first half of the season. In all other states prices averaged at or above the levels of a year ago.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment and 1959-61 average yields by states, will result in a production 9 percent less than in 1961.



During the spring marketing season, major eastern cities receive substantial quantities of lettuce from production areas located both in nearby states and in the far West. New Jersey, Massachusetts, Connecticut and Pennsylvania all engage in commercial production of lettuce for spring harvest. Despite their proximity to metropolitan consuming centers, these states have experienced a decline in their share of spring lettuce marketings in recent years. The month of June marks the height of northeast lettuce harvest. But since 1959, California and Arizona unloads in major eastern cities during this month have exceeded those originating in the northeastern spring states.

1962 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey, Pennsylvania, Washington and Oregon)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	6,500		1/ 156	973		
Background Statistics						
1961 Prel.	6,500	6,250	156	976	4.60	4,493
1960	7,000	6,750	158	1,067	3.54	3,775
1955-59 Average	7,906	7,506	155	1,165	4.09	4,794
1950-54 "	8,138	7,780	146	2/ 1,138	4.85	5,487

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 42 in 1950 and 15 in 1954.

Comparisons and Comments: In 1961, late spring lettuce production dropped below one million hundredweight for the first time since 1947. Yields were about average but plantings were 7 percent below 1960 and 18 percent less than the 1955-59 average. Cold, wet weather both in the Northeast and Northwest delayed plantings and retarded early growth. Crops in general made good progress later in the season but matured later than normal. Shipments from the northeastern production areas peaked in mid-June. Harvest of the Northwest crops was most active during late June and early July. Shipping point prices ranged at moderate levels during the peak of the late spring season and the season average price for the group was considerably higher than in 1960. In recent years, eastern growers have improved their competitive position through the use of improved lettuce varieties and the adoption of modern handling practices. However, during the late spring season most lettuce supplies originate in California and Arizona and these states dominate the market. In most years growers in the western states produce at a level near market capacity. Competition from this source will continue to be heavy.

1962 Guide: The 1962 guide is an acreage equal to 1961. Such an acreage with an abandonment of 4 percent and a 1956-60 average yield will result in a production about equal to 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Onions - Early Spring

(Texas)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than 1961)	23,600		1/ 112	2,564		
Background Statistics						
1961 Prel.	22,500	19,500	130	2,535	3.40	8,619
1960	29,500	25,000	110	2,750	2.95	8,112
1955-59 Average	36,860	35,520	78	2/ 2,748	4.00	10,076
1950-54 "	42,480	35,960	64	2/ 2,007	3.94	7,151

1/ 1958-61 (less 1959) average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 165 in 1950, 421 in 1953 and 900 in 1956.

Comparisons and Comments: Growers cut acreage sharply in 1961 after experiencing relatively low prices in 1960. The largest cut was made in the Coastal Bend district where growers harvested 4,500 fewer acres. Cold, damp conditions retarded early growth but later weather was favorable. Record yields largely offset the cut in plantings. Total production was 8 percent less than in 1960. Light shipments began in late February from the Lower Valley but active harvest did not get underway until the last half of March. A combination of factors contributed to a disappointing marketing season for most growers. There was more than usual overlap of harvests between areas. More important, storage supplies of northern grown onions were large and quality was good. This restricted market demand for Texas onions. Shipping point prices were moderate during the early season but declined to low levels as shipments became heavy. For the season, prices averaged moderately above 1960 but were below the 1955-59 average. Indications point to a considerably smaller late summer crop in 1961 than in 1960. Early spring growers should have less competition from storage supplies in 1962. Under normal conditions, a crop the size of that produced in 1961 should not encounter marketing difficulties.

1962 Guide: The 1962 guide is a planted acreage 5 percent larger than in 1961. Such an acreage, with a normal abandonment of 3 percent and a 1958-61 (less 1959) average yield will result in a production 1 percent more than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Onions - Late Spring

(California, Arizona, North Carolina, Georgia, and Texas)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
		(acres)	(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (see 1962 guide below)	7,500		1/ 249	1,855		
Background Statistics						
1961 Prel.	7,200	7,200	243	2/ 1,751	3.57	6,169
1960	10,350	9,950	222	2/ 2,210	2.52	4,639
1955-59 Average	13,710	12,790	167	2/ 2,122	3.75	7,148
1950-54 "	16,360	16,280	137	2/ 2,191	3.11	6,106

1/ 1957-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1951, 691 in 1953, 98 in 1954, 289 in 1958, 550 in 1959, 370 in 1960, and 25 in 1961.

Comparisons and Comments: Acreage was reduced sharply in all late spring states in 1961, following several years of adverse marketing conditions. Plantings were 30 percent below 1960 and 47 percent less than the 1955-59 average. Largest cuts occurred in Texas and California. Growing conditions were favorable in all areas except Georgia where cold weather delayed the crop and caused irregular stands. Production totaled 21 percent below 1960 and was lowest since 1956. Light volume began moving from the California desert valleys in early April and from Arizona by the end of the month. But shipments from the western states picked up slowly during the first half of May as a result of strong competition from the Texas early spring crop. Harvest in the Stockton Delta area of California became active in early June and shipments peaked during the last half of the month. Shipping point prices were low during the early part of the season as Texas dominated the market. But prices rose sharply by the end of May and ranged at moderate to high levels for the remainder of the season. In 1962 growers can probably market profitably a crop moderately larger than in 1961. But growers planting for early harvest, particularly in Arizona, should exercise restraint in anticipation of continued competition from Texas early spring supplies.

1962 Guide: The 1962 guide is a planted acreage 5 percent larger than in 1961 in Arizona and California and equal to 1961 in all other states. Such acreages, with normal abandonment and 1957-60 average yields by states will result in a production 6 percent more than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Peas - Early Spring

(California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	3,300		1/ 37	122		
Background Statistics						
1961 Prel.	3,300	3,300	47	155	8.50	1,318
1960	3,300	3,300	39	129	9.00	1,161
1955-59 Average	4,280	4,060	37	141	8.77	1,238
1950-54 "	7,800	7,640	33	251	7.67	1,897

1/ 1955-59 average yield.

Comparisons and Comments: Favorable growing conditions and near-record yields resulted in a substantial increase in production in 1961. The crop was up 20 percent from 1960 on an equal acreage. Most of the increase occurred in the early harvesting areas. Shipments during April and the first-half of May were relatively heavy and market prices were low. The movement declined rapidly during the latter portion of the season and prices improved to moderate levels. For the season, average prices received by growers were below 1960 and the 1955-59 average. The marketing experience of the 1961 season is indicative of the very limited outlets for fresh peas. With only a modest increase in actual volume compared with a year earlier, market prices were sharply lower. Supplies of frozen peas were light in 1961 and are expected to be light again in the spring of 1962. This is not likely to improve the demand for fresh peas. A 1962 fresh crop smaller than in 1961 would be adequate for prospective needs. But a sufficient adjustment would result from 1962 plantings equal to 1961, provided yields are normal.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 21 percent less than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Green Peppers

(Florida)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 10 percent more than 1961)	7,800		1/ 76	551		
Background Statistics						
1961 Prel.	7,100	6,800	87	592	11.90	7,045
1960	9,000	7,800	90	2/ 702	8.80	5,658
1955-59 Average	8,600	7,420	59	2/ 444	12.54	5,165
1950-54 "	8,660	8,240	63	2/ 520	8.76	4,291

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 68 in 1950, 32 in 1951, 18 in 1954, 36 in 1955, 38 in 1958, and 59 in 1960.

Comparisons and Comments: After remaining comparatively stable during the 1954-60 period, plantings for spring harvest were reduced one-fifth in 1961. Growth of crops throughout principal producing areas was slowed by cool weather early in the season but overall loss was light. Later, crops developed more favorably, although dry weather in early June affected yields in north Florida. The acreage harvested was only moderately less than average. And with a high average yield, 1961 production was appreciably less than the excessive crop in 1960 but one third more than the 1955-59 average. In general, movement to markets was orderly in 1961. Pompano continued as the principal source of supplies through most of April. Volume from Plant City increased rapidly and this area became the dominant source of shipments by early May. Sanford and north Florida followed closely in late May and early June, respectively. Average shipping point prices declined steadily most of the season from exceptionally high levels in early April to low levels for a brief period in late May. Prices were moderate in June. The season average price for the season was near the high level attained in the 1955-59 period. Assuming average yields, more acreage will be needed in 1962 to assure an adequate supply.

1962 Guide: The 1962 guide is a planted acreage 10 percent more than in 1961. Such an acreage with a normal abandonment of about 7 percent and a 1959-61 average yield would result in a production 7 percent less than in 1961 but 24 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Spinach

(Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio Missouri, Maryland, Virginia, Arkansas and Oklahoma)

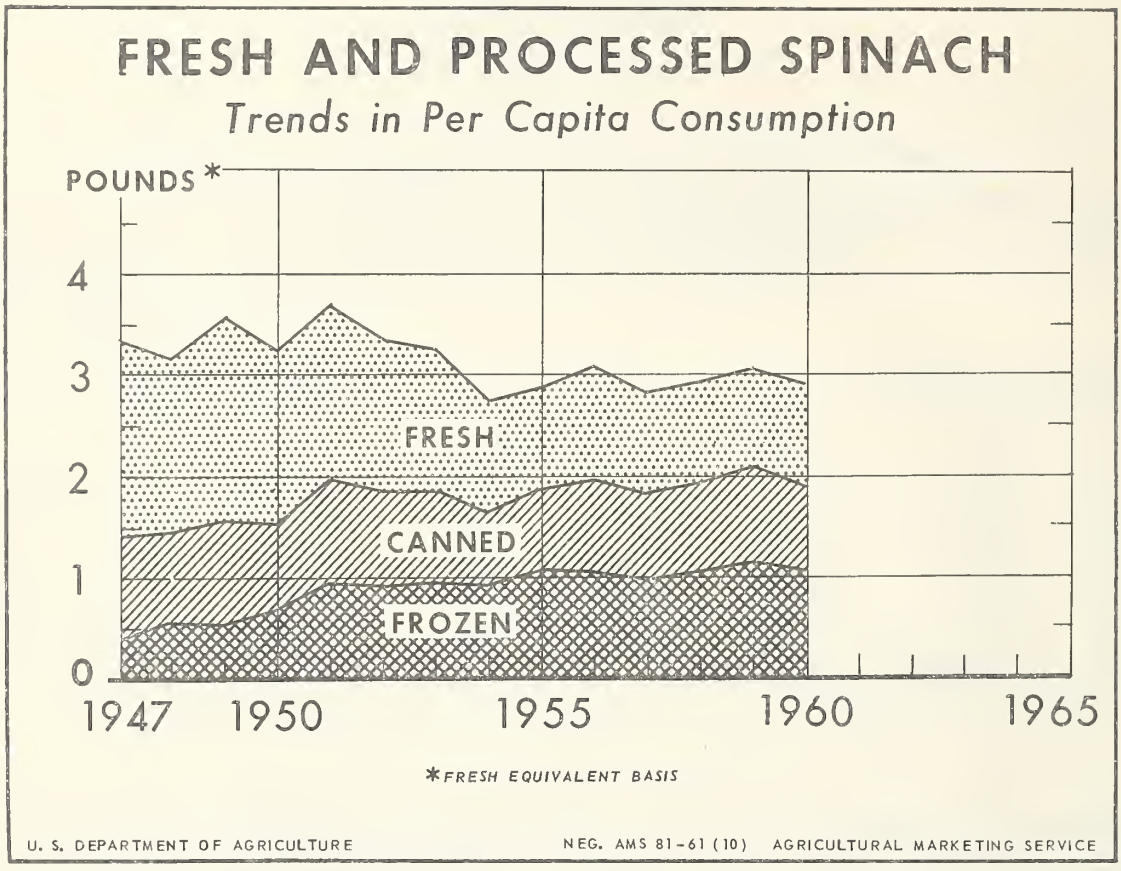
Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	7,080		1/ 61	410		
Background Statistics						
1961 Prel.	7,080	6,730	62	414	5.64	2,335
1960	7,030	5,980	61	365	5.32	1,943
1955-59 Average	8,446	7,932	61	2/ 485	4.95	2,387
1950-54 "	11,668	11,056	63	2/ 694	4.68	3,218

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 13 in 1951, 10 in 1954, 9 in 1955 and 3 in 1956.

Comparisons and Comments: The long-term decline in acreage of spring season spinach has halted, at least temporarily. Minor variations in recent years mostly reflected the effects of weather on wintered-over acreage. Plantings in 1961 were about equal to 1960 but 16 percent below the 1955-59 average. Frequent periods of cool, wet weather prevailed during the 1961 season. However, acreage losses were at a minimum and yields were about average in most states. The principal effects of the adverse weather were delayed harvests in most states. Supplies were below normal through mid-May and prices were high. Shipments were in volume by late May; moderate prices prevailed during the last half of the season. Season average prices received by growers were relatively high. Fresh spinach faces considerable competition from the frozen product. In 1961, frozen supplies were large and it is likely supplies will also be abundant in 1962. However, there apparently is an adequate outlet for a fresh crop of approximately 400 thousand hundredweight. A planted acreage in 1962 equal to 1961 should provide a supply in line with market requirements.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 5 percent and a 1955-59 average yield will result in a production 1 percent less than in 1961.



The total per capita consumption of spinach decreased nearly a fourth during the early 1950's - from 3.6 pounds in 1950 to 2.7 pounds in 1954. All of the decline reflected less use per person of the fresh product. Slightly expanded use of frozen spinach was only partially offsetting.

The pattern of use since 1955 has been stable, both in terms of total per capita consumption of spinach and the relative importance of each form. Fresh use has held close to 1 pound per person, canned use at .9 of a pound and frozen at about 1.1 pounds.

1962 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Early Spring

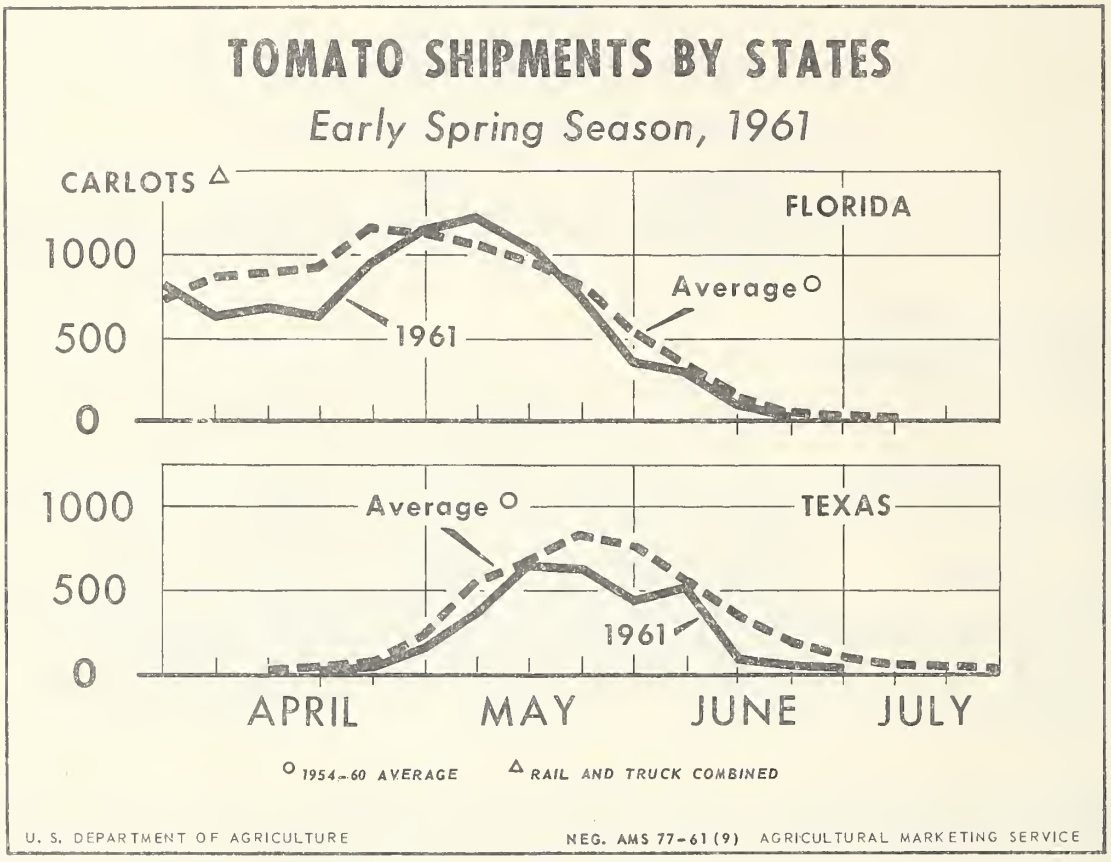
(Florida, Texas and California)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (see 1962 guide below)	34,600		1/ 110	3,423		
Background Statistics						
1961 Prel.	31,800	29,300	130	3,817	6.96	26,552
1960	43,900	32,100	106	3,418	9.39	32,095
1955-59 Average	55,080	51,140	78	2/ 3,961	7.81	30,165
1950-54 "	63,160	56,560	66	2/ 3,701	7.48	27,579

1/ 1959-61 average yields by states.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1954, 100 in 1956 and 305 in 1958.

Comparisons and Comments: Each state reduced acreage in 1961. The sharpest reduction occurred in Texas where growers cut plantings by 8,900 acres. However, this decrease was more than offset by extremely high yields. Production was 12 percent larger than the 1960 crop but 4 percent below the 1955-59 average. Shipments from Florida spring acreage got underway in early April and reached heavy volume in May. Texas harvest began in late April, hit peak volume in the last half of May and extended into June. Overlap of these two crops was considerable and shipping point prices were very low during May in both of these states. Prices improved sharply in early June for remaining light volume. But season average prices were low in both Florida and Texas. The California desert valley production was about equal to 1960. Most of this crop was sold on the West Coast at moderate prices. With normal harvest patterns, Florida and Texas growers should experience less marketing difficulty in 1962. With average yields a larger acreage in these states will be needed to satisfy market requirements.

1962 Guide: The 1962 guide is a planted acreage 10 percent more than in 1961 in Florida and Texas and equal to 1961 in California. Such acreages, with normal abandonment and 1959-61 average yields by states would result in a production 10 percent less than in 1961.



Early spring tomato production in 1961 was 12 percent larger than in 1960. But actual shipments differed very little from average. However, the peak of Texas spring harvest overlapped the heaviest part of the Florida deal. During mid-May, potential supplies in both states were heavier than shipment records indicate as low prices discouraged complete picking. Prices remained at low levels until early June when harvest reached the wind-up stage in both Florida and Texas.

1962 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Late Spring

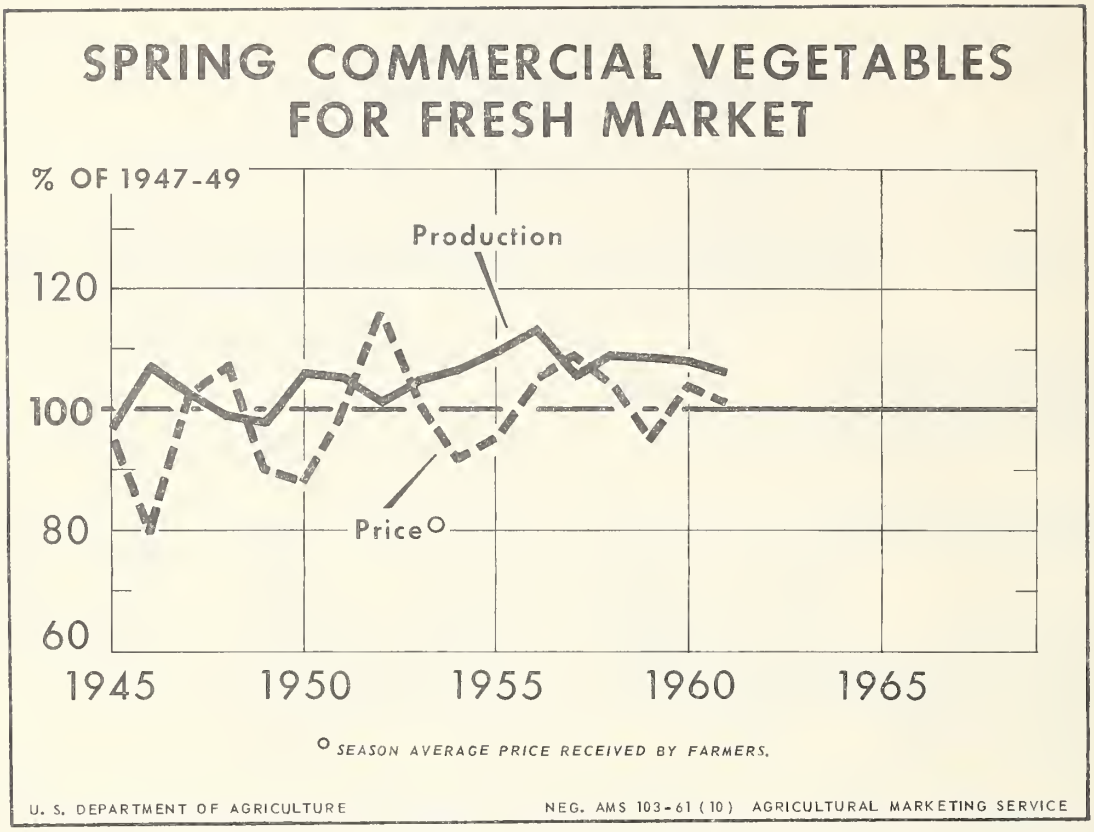
(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than in 1961)	21,200		1/ 43	865		
Background Statistics						
1961 Prel.	20,200	19,300	47	899	6.76	6,075
1960	20,300	19,100	39	746	6.99	5,214
1955-59 Average	38,020	34,980	35	2/1,208	5.74	6,729
1950-54 "	48,360	39,960	33	1,333	6.82	8,692

1/ 1959-61 average yields by states.
2/ Includes 213,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: Plantings of late spring tomatoes have declined sharply in recent years, reflecting heavy competition from the preceding early spring crops as well as frequent production problems. Total planted acreage in 1961 was slightly below 1960 and 47 percent below the 1955-59 average. Early cool, wet weather retarded crop development in the southeastern states. But subsequent favorable conditions prompted a record high yield for the seasonal group. Total production was one-fifth larger than in 1960 but 26 percent below the 1956-59 average. South Carolina shipments began in early June and peak volume was reached by the 20th of the month. Harvest in the other southeastern states was most active during the latter half of June. In East Texas, light harvest began in late May and continued active through June. In 1961, overlap of late spring shipments with early spring supplies was nominal. Shipping point prices ranged at moderate to high levels during most of the season. Although below the level of the preceding year, the season average price for the group was substantially above the 1955-59 average. With average yields in 1962, growers should be able to market the production from an acreage a little larger than in 1961. Growers can expect, however, that spring crops in Florida and Texas will continue to offer significant early season competition.

1962 Guide: The 1962 guide is a planted acreage 5 percent larger than in 1961. Such an acreage, with normal abandonment and 1959-61 average yields by states will result in a production 4 percent smaller than in 1961.



Total spring melon production in 1961 was 7 percent smaller than in 1960. Both the cantaloup and watermelon crops showed substantial reductions. Season average returns to growers in 1961 were relatively high. The index of prices received was 23 percent higher than in 1960 and a third above the 1947-49 average.

1962 Acreage-Marketing Guides
Spring Vegetables

Cantaloups

(Arizona, California, Florida, and Texas)

Year	Acreage: Planted	Acreage: For Harvest	Yield: Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 10 percent more than 1961)	30,400		1/110	3,277		
Background Statistics						
1961 Prel.	27,600	27,100	110	2,993	7.34	21,955
1960	29,800	29,300	114	3,347	5.57	18,649
1955-59 Average	42,000	40,120	98	2/3,908	5.87	22,708
1950-54 "	39,880	38,580	103	3,951	5.24	20,773

1/ 1958-61 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1955 and 10 in 1956.

Comparisons and Comments: Due mainly to a continuing decline in plantings in California, spring acreage in 1961 was 7 percent less than a year earlier, and sharply below average. Acreage in Florida in 1961 also was reduced, but moderately more acreage was planted in Arizona and Texas. Except for the occurrence of mosiac and crown blight in the Yuma Valley of Arizona, crop development was good and state yields were near average. The 1961 production was a tenth below 1960 and the lowest recorded since 1948. In the Imperial Valley of California, light picking began in early May. By mid-May light harvest was underway in Arizona and Texas. Shipments from Arizona increased sharply the first week in June and continued in volume until early in July. In California, cool nights retarded maturity; shipments increased gradually during June, peaking the second and third week in July. The early summer crop in the Southeast was delayed and provided little competition with spring marketings. Average price received by growers was a record, and value of sales was comparatively high. All areas should be able to market readily a 1962 crop moderately larger than in 1961.

1962 Guide: The 1962 guide is a planted acreage 10 percent more than in 1961. Such an acreage, with an abandonment of 2 percent and a 1958-61 average yield, will result in a production 9 percent more than in 1961.

1962 Acreage-Marketing Guides
Spring Vegetables

Watermelons - Late Spring

(Florida and California)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1962 Acreage Guide and Probable Production (planted acreage 5 percent more than 1961)	78,400		1/110	8,394		
Background Statistics						
1961 Prel.	74,700	72,700	130	9,456	1.63	15,399
1960	83,600	81,600	122	2/9,943	1.58	13,887
1955-59 Average	101,900	96,300	89	2/8,643	1.99	15,643
1950-54 "	90,540	86,080	84	2/7,201	1.88	12,641

1/ 1959-61 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,382 in 1950, 741 in 1954, 882 in 1955, 455 in 1956, 1,756 in 1958 and 1,129 in 1960.

Comparisons and Comments: The downward trend in spring acreage continued in 1961. Plantings in California were 22 percent less, and in Florida 9 percent less than a year earlier. In Florida, plants made a good recovery after being damaged by cold temperatures early in March. Record yields were reported in both states and nearly offset the cut in acreage. Production totaled 5 percent below 1960 but a tenth above the 1955-59 average. Approximately 90 percent of the production originated in Florida. Shipments from south Florida began late in March and were in volume by late April. Heavy movement from this area, coupled with cold weather in northern terminals, resulted in depressed markets. But melons from later harvesting areas met good reception and prices were favorable. Florida shipments peaked the week ended June 10, and continued in volume through the month. The delay in the early summer crop in nearby southeastern states because of cold, wet weather, permitted an extended marketing period for the Florida crop. Shipments from the Imperial Valley of California started in mid-May and were in volume by early June. Prices to growers were well above 1961 and slightly above average. If yields are average, a larger acreage in 1962 would provide supplies in balance with market potential.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with an abandonment of 3 percent in Florida and 1959-61 average yields by states, would result in a production 11 percent less than in 1961.